

Message Text

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ACTION COME-00

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R 130915Z SEP 76

FM AMCONSUL CASABLANCA

TO SECSTATE WASHDC 4338

INFO AMEMBASSY RABAT

UNCLAS CASABLANCA 1008

E.O. 11652: N/A

TAGS: BEXP, MO

SUBJ: PORT DEVELOPMENT TECHNICAL SALES SEMINAR

REF: A) USDOC 13269 B) USDOC 14707 C) USDOC 14824

D) USDOC 13382

1. ACCORDING TO REF (A) MISSION IS SCHEDULED TO ARRIVE CASABLANCA OCTOBER 13 WHERE AS REF (C), PARA 5, ADVISES ARRIVAL DATE AS BEING OCTOBER 12. PLEASE CONFIRM ACTUAL DATE. WE HOPE IT IS THE LATTER WHICH WILL ENABLE MISSION MEMBERS TO HAVE NUMEROUS APPOINTMENTS AND EXTENSIVE DISCUSSIONS WITH GOM OFFICIALS AND POTENTIAL LOCAL AGENTS

2. CONSUL GENERAL AND COMMATTACHE MET WITH PORT DIRECTOR SEBBANE WHO IS IN CHARGE OF CASABLANCA AND MOHAMMEDIA PORTS ON SEPTEMBER 1 TO DISCUSS PRESENTATION OF TSS. SEBBANE HAS

AGREED 1) TO HAVE PORT OF CASABLANCA AS CO-SPONSOR, 2) WILL GIVE MISSION PERSONAL CONDUCTOR TOUR OF BOTH PORTS, 3) ASSIST IN DEVELOPING LIST OF GOM OFFICIALS TO BE INVITED, 4) GIVE OPENING SPEECH AT SEMINAR.

3. AS HOPEFULLY ANTICIPATED PARA ONE THAT MISSION WILL ARRIVE OCTOBER 12 INSTEAD OF 13, SCHEDULE OF ACTIVITIES AS FOLLOWS:

A) OCT 13: IN THE MORNING MISSION MEMBERS WILL RECEIVE BRIEFING AT CONGEN, AFTERWHICH THEY WILL MAKE TOUR OF BOTH PORTS. AFTERNOON WILL BE DEVOTED TO POSSIBLE COURTESY
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CALL ON THE GOVERNOR AND MOTOR TRIP TO JORF EL LASFAR TO

VISIT SITE OF NEW PORT COMPLEX. AT 7P.M. RECEPTION WILL BE GIVEN AT RESIDENCE OF CONSUL GENERAL.

B) OCT 14: FULL-DAY R PRESENTATION OF SEMINAR WITH APPROPRIATE BREAKS FOR COFFE AND LUNCH. IT IS OUR EXPERIENCE THAT ATTENDANCE FALLS-OFF SHARPLY UPON SPLITTING SEMINAR INTO TWO DAILY SESSIONS. WE SHALL ASK MR. SEBBANE, DIRECTOR OF CASABLANCA PORT TO MAKE OPENING REMARKS WHICH WILL BE FOLLOWED BY MR. ARMSTRONG'S PRESENTATION SPEECH OF THE SEMINAR. ALSO, ARRANGEMENTS WILL BE TAKEN FOR A MEETING WITH MR. SEBBANE UPON ARRIVAL OF ADVNACE OFFICER AT CASABLANCA.

C) OCT 15: ENTIRE DAY DEVOTED TO INDIVIDUAL APPOINTMENTS WITH PORT OFFICIALS AND POTENTIAL BUYERS AND LOCAL AGENTS. FOR THE MOST PART CONSULATE WILL ARRANGE TO HAVE THESE APPOINTMENTS TAKE PLACE IN BIC WHCIH WILL BE ADJACENT TO ROOM WHERE SEMINAR WILL TAKE PLACE.

4. AS PER REF (D) POST HAS BEEN ALLOTTED DOLLARS 3,976 WHICH INCLUDES HOSPITALITY NTE DOLLARS 700. WE ESTIMATE EXPENSES AMOUNTING TO \$4,565.29 AS FOLLOWS: HOTEL SUITE FOR MISSION DIRECTOR \$77.77 PER NIGHT WHICH INCLUDES ROOM FOR SEMINAR AND BIC, TWO COFFE BREAKS \$155.55, PRINTING OF 200 BROCHURES \$155.55, PRINTING OF RECEPTION INVITATIONS \$14.44, SEVEN INTERPRETERS (ASSUMING THAT NO MEMBERS ARE FLUENT IN FRENCH) TO BE IN ATTENDANCE AT RECEPTION, INDIVIDUAL APPINTMENTS AND PORT TOURS \$560, TWO TRANSLATORS AT SEMINAR \$222.22, IF REQUIRED, TRANSLATION OF COMPANY PAPERS \$8.88 PER PAGE WITH MAXIMUM COST OF \$888.00, HOSPITALITY \$250, RENTAL OF TRANSLATION EQUIPMENT \$708.88, SINGLE ROOMS FOR MISSION MEMBERS \$22.22 PER NIGHT AND PER PERSON.

5. AS ADVISED REF (C), PARA 6 WE HOPE PRECIS OF EACH COMPANY'S ACTIVITY AND THEIR REP'S BIO-DATA IS ENROUTE WHICH IS URGENTLY REQUIRED TO COMMENCE PRINTING OF BROCHURES. ALSO, WE WILL NEED PHOTO OF EACH COMPANY REP FOR INCLUSION IN BROCUHURE. FOR THOSE COMPANIES THAT ARE SENDING MORE THAN ONE REP PLEASE INDICATE WHOSE PHOTO SHOULD APPEAR IN BROCHURE.MONJO

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